

**AMENDMENTS TO THE DRAWINGS**

The attached sheet of drawings includes deleting Figures 19-21. Formal drawings of Figures 1-18 are attached.

### **REMARKS/ARGUMENTS**

Applicant has reviewed and considered the Office Action dated April 29, 2008 and the cited references therein. In response thereto, formal drawings of Figures 1-18 are attached; originally filed Figures 19-21 are deleted; and claims 1-6 are amended. No new matters are introduced in the amendments. Claims 1-6 are pending in the present application.

#### **Drawing Objection**

Figures 19-21 are objected to because of some informalities. Figures 19-21 are deleted, and the specification is amended accordingly. The formal drawings of the remaining figures are hereby submitted.

#### **Claim Objection**

Claims 2-6 are objected to because of some informalities. Claims 2-6 are now amended to overcome the objections.

#### **Claim Rejections under 35 U.S.C. 102 and 103**

Claims 1 and 3-5 are rejected under 35 U.S.C. 102(e) as being anticipated by Katz. Claims 2 and 6 are rejected under 35 U.S.C. 103(a) as being unpatentable over Katz in view of Adler. Applicant respectfully traverses the rejections for at least the following reasons.

Claim 1 is amended to recite a method of quantitative analysis of communication performance for reputation management, comprising the steps of performing a computerized set of at least two searches in a database or a network containing articles, each search comprising an object of interest related to said communication performance or objects to be compared to said object of interest, at least one search term to be searched in a publication and optionally one or more attributes concerning the publication itself; analyzing the at least two searches by taking into account additional data including data being provided from a different source than said database or network of articles, the additional data facilitating normalization of quantitative search results and comparisons between the objects in the quantitative analysis; and displaying the quantitative search results of analyses as graphs.

Katz discloses a method of assisting a user with procurement decisions, sourcing decisions and strategic sourcing decisions in an enterprise. More particularly, Katz discloses a method implementing a plurality of software modules in a logical workflow process based on the results of integrating and analyzing data, whereby the workflow process includes steps for discovering data, analyzing data, alerting the user about the data, recommending actions to the user based on the data, and executing those actions. The workflow process is based on a Value Chain Intelligence system, which integrates and analyzes internal data from enterprises and external data from suppliers, catalogs, and marketplaces in real time for their impact on supply chains processes. Components for such a system may consist of internal data collection components, external data collection components, data integration components, and data application components. Katz further discloses that various methods of searching, extracting, transforming, integrating, analyzing, and representing data internal to an enterprise and data external to an enterprise. However, Katz fails to disclose or teach a method of quantitative analysis of communication performance for reputation management as recited in claim 1. More particularly, nowhere in Katz does it disclose or teach analyzing the at least two searches by taking into account additional data including data being provided from a different source than said database or network of articles, the additional data being the data that facilitates normalization of quantitative search results and comparisons between the objects in the quantitative analysis (see support at least in paragraphs [0002] and [0003] of the present application). As discussed in paragraph [0003], the quantitative analysis takes into account data outside the realm of communications and the press, such as a company's revenue, market share, financial performance and share price, etc., which helps normalize the quantitative results and facilitates comparisons between competitors of unequal size. Accordingly, the problem which is stated in the Background of the present invention, i.e. a company with a far larger market share (or indeed PR and advertising budget) which usually then have a wider press coverage than a smaller competitor), is solved by the claimed invention of having the quantitative analysis also based on data outside the realm of communications and the press, thereby having meaningful comparisons between competitors of unequal size. Katz not only does not disclose or teach the claimed features, but also does not appreciate such problem, nor does it provide a solution as recited in the claimed invention.

Therefore, Applicant respectfully submits that claim 1 patentably distinguishes over Katz.

Claims 2-6 which are dependent from claim 1 are also patentable for at least the same reasons stated above. Adler fails to remedy the deficiencies of Katz as Adler does not disclose or teach the above discussed quantitative analysis as recited in claim 1.

Conclusion

In view of the above, it is respectfully submitted that the present application is in condition for allowance. Reconsideration of the present application and a favorable response are respectfully requested.

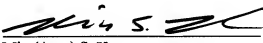
This response is being submitted on or before July 29, 2008, making this a timely response. It is believed that no additional fees are due in connection with this filing. However, the Commissioner is authorized to charge any additional fees, including extension fees or other relief which may be required, or credit any overpayment and notify us of same, to Deposit Account No. 04-1420.

If a telephone conference would be helpful in resolving any remaining issues, please contact the undersigned at (612) 752-7367.

Respectfully submitted,

DORSEY & WHITNEY LLP  
Customer Number 25763

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By:   
Min (Amy) S. Xu  
Reg. No. 39,536